

2025 PARENT SATISFACTION SURVEY

NET PROMOTOR SNAPSHOT

The annual parent satisfaction survey is an opportunity for RisingOaks Early Learning to hear directly from families about their child's wellbeing, expression, engagement, and belonging within our programs.

Our mission is to provide nurturing play-based early learning to support each child to reach their full potential while giving families peace of mind.

What is disaggregated data?

Disaggregated data is data that is broken down into smaller units or groups; in our case, demographic categories. When possible, we disaggregate data to paint a more reflective picture of the experiences and needs of the diverse children and families in our community. (For example, what are the experiences of families with infants versus those with school-age children.) This helps us reveal trends or patterns that might be hidden when focusing only on the total (i.e., aggregate) numbers.

It is important to remember that the data presented in this snapshot only reflects the responses from the families who filled out the 2025 Parent Satisfaction Survey. While we are excited to have received 311 responses in 2025, we also recognize that our survey does not capture the experiences and input of ALL children and families in our programs.

Taking Action

The survey results, including the Executive Summary, were released to all families in June 2025. Each centre team has reviewed the results and created a centre-specific summary of results along with an action plan that was shared with parents at this time as well. To view these action plans, visit <https://risingoaks.ca/parent-survey>.

BELONGING



Overall, 94% of respondents reported a positive sense of belonging. When comparing responses by ethnic group, families identifying as White/European descent reported the highest positive response rate at 95%, while all other ethnic groups combined averaged 89%, indicating a 6% difference. The lowest positive sense of belonging was reported by families with a Middle Eastern background at 66.7%, highlighting an area for further engagement and support. Notably, families identifying as Indigenous, Black, Latin American, and South Asian reported very high positive experiences of belonging, with rates ranging from 94% to 100%.

WELL-BEING



Looking at the disaggregated data of those who promote RisingOaks outside of the organization, 90% of net promoters had a positive rating when they considered their child's well-being at RisingOaks. Contrary, detractors - those who scored 0-6 when asked about recommending RisingOaks, (N=7) had a 46% positivity rate (up 14% from 2024).

ENGAGEMENT



Overall, 94% positive responses. The highest positivity rating for engagement was 96% from those who self-identified as belonging to the 2SLGBTQIA community. Promoters of RisingOaks' had a 96% positive engagement rating, compared to 90% for detractors (up 23% from 2024). Those from a White/European background had a 96% positivity score for engagement, compared to 92% for all other ethnicities combined, with the lowest being those from a Latin America/Hispanic background at 78%.

EXPRESSION



Overall, the average positivity score for expression is 88% (up 3% from 2024) for all respondents. Families with infant, toddler, or preschool children were 4% higher, compared to school-age. Within ethnicity groups, respondents from the White, Black and Indigenous communities had a positivity rating at or above 90%, compared to those who reported Latin American/Hispanic ethnicity at 79% and those from Middle Eastern ethnicities at 69%.

NET PROMOTING SCORE

By subtracting the percentage of **Detractors** (those who would not recommend) from the percentage of **Promoters** (enthusiasts who do recommend), yields the **Net Promoter Score**.

0 = good
20+ = great
50+ = amazing

RisingOaks Net Promoter Score:

86
(up 6% from 2024)

Promoters Passives Detractors

